

REMARKS

By this response, claim 8, the only independent claim in the application, has been amended to more particularly point out the invention and distinguish it from the cited references.

Claim 8 has been amended to define the timetable file as constituting a "TV guide with descriptive and time/channel data relating to the commercial components of the transmitted television programs and data related to alternative commercial components of said programs."

This amendment is made in response to the Examiner's comment at page 4 of the Patent Office Action of 10/20/2006 to the effect that the features upon which Applicant relies (i.e., and "electronic program guide") are not recited in the rejected claims. This limitation is supported at page 7 of the specification wherein it is stated "The timetable file is a TV guide for PTV Clients."

It is respectfully solicited that, with this amendment, claim 8 clearly distinguishes from any reasonable combination of Rosser and Watts et al. by providing a timetable file which performs the dual function of acting as a TV guide for assisting a user in selecting a channel for viewing and enabling the substitution of selected commercials from the storage means for commercials transmitted with the program material on the selected channels.

In the response to the Applicant's previous arguments, the Examiner repeated the Applicant's argument on page 5 to the effect that Watts et al. patent makes no reference to commercials accompanying the program material or arrangements for changing those

commercials based on stored profile of the user's demographics. Similarly, "Rosser makes no reference to an electronic program guide."

In summary, while Watts et al. discloses an electronic program and Rosser discloses a system for substituting stored commercials for the commercials normally incorporating TV programs, the concept of providing a single channel in the timetable file which performs the dual functions of acting as a TV guide for assisting a user in selecting a channel in viewing and for enabling the substitution of selected commercials from the storage means for commercials transmitted with the program material in the selected channel, is neither disclosed nor suggested by the references and does not constitute an obvious combination of them.

In view of the above amendment, applicant believes the pending application is in condition for allowance, and reconsideration and allowance is respectfully solicited.

Dated: February 20, 2007

Respectfully submitted,

Electronic signature: /Allen M. Krass/
Allen M. Krass

Registration No.: 18,277
GIFFORD, KRASS, SPRINKLE, ANDERSON
& CITKOWSKI, P.C.
2701 Troy Center Drive, Suite 330
Post Office Box 7021
Troy, Michigan 48007-7021
(248) 647-6000
(248) 647-5210 (Fax)
Attorney for Applicant